



COPY

ANNUAL REPORT

*Life Choice*  
PROJECT

---

2014





WE HELP MOTHERS  
CHOOSE...

*Life*



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# OUR MISSION

The Life Choice Project exist to empower women and men to make life-affirming decisions regarding pregnancy, as well as the value of abstinence before marriage through counseling education, and compassionate care

# HEALTHY BABIES. HEALTHY PREGNANCIES. HEALTHY FAMILIES.

*The Life Choice Project believes that babies have a better chance of being healthy when their mothers are also healthy.*



Due to the potential risk factors associated with pregnancy complications and special medical needs, it's imperative that pregnant women have access to quality prenatal care within the first three months and continuing throughout their pregnancy. Educating pregnant women about the benefits of prenatal care enable those with high risk pregnancies to identify risk factors early and to receive the special care they need to have a healthy birth. The Life Choice Project encourages prenatal care and birth planning in the early stages of pregnancy to reduce the biological, psychosocial, and cumulative risk for the unborn. Our approach embraces a belief that with time and acceptance even the most at-risk pregnant woman can be engaged in the process of planning for her baby's birth. For the unborn child, it means a healthier prenatal care, thus reducing potential physical and psychological risks as a result of poor nutrition and unhealthy risk behaviors.







# Dear Friends



Dorothy Wallis,  
President/CEO

This year signifies an historic milestone for the Life Choice Project ~ its 10th Anniversary. We could think of no better way to open this special anniversary edition of the Louisiana Life Choice Project's Annual Report than celebrating the birth of nearly 70,000 babies born to mothers who entrusted their prenatal care to us. We are extremely excited to share with you just a few faces of our babies and their families displayed throughout the pages of this document.

Imagine, it was just a little more than a decade ago that Caring to Love Ministries (CTLM) created the Life Choice Project to provide life-affirming options to pregnant women across the state. Through this extraordinary opportunity, we've expanded and enhanced our services to abortion-vulnerable pregnant women, their male partners, and their families. We've worked diligently in our efforts along with our partner agencies to identify and adopt those strategies proven critical to improve pregnancy and birth outcomes for the thousands of pregnant women we serve each year. Since the beginning, we've delivered an average of over 40,000 life-affirming interventions annually in our work to protect the lives of the unborn while honoring the dignity of their mothers.

Today, we are pleased to announce that our efforts have been rewarded once again with another year's funding through June 30, 2015. While this funding reflects a significant reduction of 58% as compared to previous year's funding, CTLM remains enthusiastic in our efforts to ensure that the most effective and efficient services continue to help our clients improve their health and well-being.

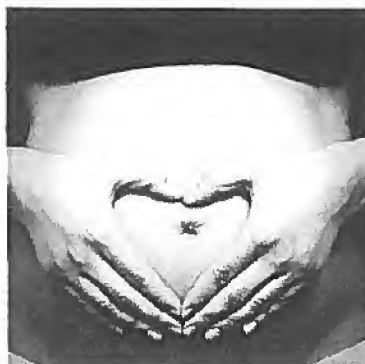
As we look forward to this coming year of an unprecedented 11th year of operating, we would like to acknowledge our sincere appreciation to all of you for your tirelessly support of the Life Choice Project through the years. It's only because of you and your dedication that this groundbreaking endeavor continues. We value and encourage your support as we continue to offer compassionate care and unwavering support to our clientele of pregnant women throughout Louisiana.

With Gratitude

A handwritten signature in cursive script that reads "Dorothy Wallis".

Caring to Love Ministries

*"An unplanned pregnancy can be a pregnancy that occurs at the wrong time or is completely unwanted. According to the Louisiana Department of Health and Human Hospitals (1999) an unintended pregnancy is the unrecognized, poorly understood root cause of several social issues that generate much controversy, such as teen pregnancy, births to unmarried women, and abortion."*



**Nearly 70,000 babies were born to  
TANF eligible pregnant women  
participating in  
The Life Choice Project**





Caring to Love Ministries, Inc. (CTLM) was founded in 1983 as a faith-based organization committed to providing life-affirming options to women experiencing crisis pregnancies and their families. Over the years, we've led numerous efforts that addressed the intricate and complex issues associated with unplanned pregnancies and pregnancy decision-making. Today, with more than 30 years of experience, Caring to Love Ministries is known as a trailblazer in educating, advocating, and raising awareness about the importance of providing accurate and timely information and resources during one of the most vulnerable times in a woman's life ~ when she's experiencing an unplanned pregnancy.



## History of *The Life Choice Project*

In October of 2002, as a result of our years of experience providing pregnancy prevention, abstinence education and quality prenatal care programs and services, CTLM was designated the administrator of the state's first Alternatives to Abortion Initiative. Through this funding from the Louisiana Department of Children and Family Services, the Life Choice Project was created and is recognized as a model life-affirming pregnancy and parenting approach. From the start, we've proven successful in creating and sustaining a community-based system of support to low-income abortion-vulnerable pregnant women throughout Louisiana.

At the heart of the Life Choice Project is being culturally sensitive, understanding, non-judgmental, flexible, and respectful of the concerns of all clients. We offer three key interventions that are client-centered, client-driven and reflect the diverse needs of pregnant women. Our goal is to initiate interventions during the early stages of pregnancy that consists of the assessment of the pregnant woman's needs, service planning, linkages and referrals, support and advocacy to help them in meeting their personal and prenatal health care needs. The Life Choice Project has accomplished this through a collaborative network of partner agencies serving communities in Baton Rouge, Covington, Lafayette, Orleans, and Shreveport. Two of these agencies also assist in presenting our community-based outreach prevention model to young women and men ages 13 to 21 years old to promote the importance of abstaining from sexual activity to reduce the likelihood of an unintended pregnancy.

Overall, our approach is holistic and comprehensive, incorporating education, prevention, and interventions in a manner that meets the complex and multi-faceted needs of the pregnant woman and her unborn baby. Ultimately, we want to encourage pregnant women in their optimum planning for birth; support them in their efforts to provide mother-baby bonding, and create opportunities for them to develop maternal self-sufficiency.



# WHAT OUR



CLIENTS  
ARE  
SAYING

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I enjoyed the help I received from the center. It has helped me in every way possible. The staff was very respectful and nice." - S. B. Williams

**I love the nurse and counselor. Both were sweet and kind people. Thanks! - S. Anderson**

"The generosity of the people here made me feel comfortable and secure with whatever decision I was going to make. I know now that raising a baby is not a life destroyer. The ultrasound made me smile about my pregnancy for the first time. I'm very thankful." - S. Williamson

*"My visits here were awesome. The workers here were very respectful and treated me so kind. The nurse performing my sonogram was professional. She told me all that I needed to know about my baby and took some wonderful pictures. I would recommend this place to everyone."*

**"Thank you for all your support."**  
**- E. Bellanger**

I really love this program because they teach you tons about pregnancy and parenthood. The staff at this program really care about you. You can feel the love as soon as you walk in the door.  
Thanks from a father

"Everything was helpful. All the information was appreciated.  
Thank you!" - M.H.

The Life Choice Project was able to make a difference in my life by teaching and showing me skills to prepare me to be the best mother I can be. I really appreciate everything your center has done for me.  
- A. L. Carter

**The Life Choice Project made a difference in my life because they were there when I needed anything for my children and also when I needed advice.**  
**- V. Wicker**

The Life Choice Project gave me lots of helpful information that I shared with my husband making our communication better. During every visit, I was asked how I was doing and this simple caring action made me appreciate the kindness that they offered me. - G. Brooks

Thank you so much for helping me. Your organization is amazing. It has not only helped me to learn about motherhood, it has also made me feel ready to continue to carry my little one. This is my first time pregnant, and I don't know what I would do without the kindness and support from your organization. - T. Trinh

Just being there for me. Understanding my emotions and listening to my problems. They were very supportive of my needs.  
- T. Berry

The center is very helpful for pregnant women. They have provided me with all the resources that I need to care for me and my body.







Caring to Love Ministries together with our Life Choice Project's partner agencies successfully served over 5,000 abortion-vulnerable, TANF eligible pregnant women during one of the most critical time of their lives, making the life or death decision about their unborn child.

Through our three service delivery models, we've offered 18 optional service components to pregnant women, women who thought they were pregnant, and to adolescents 13 to 21 years old. Overall, our goal to provide 33,237 interventions was surpassed as we've successfully delivered 51,495 interventions; 18,258 more interventions - exceeding in each service component.

The Coordinated Prenatal Care Services (CPCS) utilized in clinics and home outreach offer pregnant women and their families support and encouraged their active participation throughout their pregnancy for their health and that of their unborn child. While we projected to serve 4,160 women we actually served 5,044 women, about 21% above our projections. Approximately 20% of these women thought they were pregnant but their pregnancy tests results prove negative.

The following further describes each of the service components and the performance outcomes respectively.

**Since March 1, 2013 thru  
June 24, 2014  
we've exceeded  
our service projections  
by delivering over  
51,000 interventions  
through the CPCS and  
AEOS programs.**



# PROGRAMS



# & SERVICES

In-take Application and Eligibility Process identified 4,789 new women as eligible to receive our services. Also, there were 255 women whose services overlapped from the previous year who received our services for a total of 5,044.

## CPCS INTERVENTION DELIVERED FROM

MARCH 1, 2013 – JUNE 30, 2014

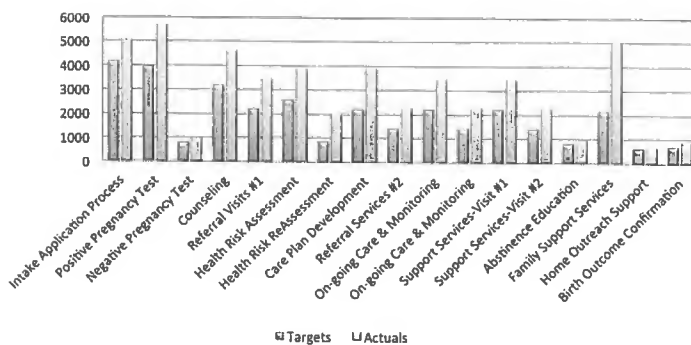


Chart shows CPCS targets of 32,782 vs. 50,824 actual interventions delivered during 16 months period.

5,688 initial and subsequent self-administered Pregnancy Tests were completed by women seeking our assistance. Of which 3,569 women had positive test results and 958 tests results were negative.

Abstinence Education services were provided to 958 women who had negative pregnancy test results to help them to assess their current situation; their options of developing a plan to delay future pregnancies until a more appropriate time; and the importance of having healthy relationships with their partners.

Counseling services were provided to 4,611 pregnant women, their male partners and their families offering social support and guidance to assist them to assess their lifestyles; to develop healthy behaviors during their pregnancies by accessing appropriate resources and supports; setting goals for themselves and in their personal relationships.

Referrals of printed materials and linkage to community resources for assistance with personal, medical and other needs such as treatment centers (smoking cessation, substance abuse); stress reduction; etc., were provided to 3,469 pregnant women during their initial visit and 2,265 subsequent Referrals were made during follow-up visits.

3,856 pregnant women received Health Risk Assessments to identify potential health risk factors. Of these women, 2,035 received Re-Risk Health Assessments as follow-up to further assess their prenatal health concerns. 3,856 pregnant women received a Care Plan as a result of Health Risk Assessment finding to guide in setting goals for their prenatal care needs; personal relationships; family development, etc.

Pregnant women and their families received 3,466 Support Services of prenatal care and parenting education classes with 2,265 subsequent Support Services provided during follow-up visits.

On-going Care and Monitoring services were provided to 3,466 pregnant women offering individualized services to help them to strengthen their capacity to meet their personal, social, medical, and financial needs. There were 2,266 subsequent On-Going Care and Monitoring visits to further assess the pregnant women's abilities in appropriately identifying and utilizing available resources as needed.

Our new component, the Family Support Services was created to increase male partner's involvement, and to further support parents in developing and sustaining healthy relationships to help them become better parents. Overwhelmingly, we've served 5,028 participants, more than double our united projections.

Birth Outcome Confirmations were provided to 931 families to initiate the closure of services following the birth of their baby; to gather birth outcomes information on both mother and the baby; evaluate family dynamics following delivery; and to transition the family to other support services.

CPCS Home Outreach Support Services served 662 pregnant women in their home to ensure access to prenatal care services. This home visit service assist in monitoring the pregnant women's prenatal health condition and provided referrals, resources and supports as needed.



Lastly, in the Abstinence Education Outreach Services (AEOS) component our plan was to serve 455 youth ages 13 to 21 and we've successfully reached 671 (approximately 48% more than

projected) as they participated in community-based prevention education sessions. S.A.F.E. Sharing about Friendship Education curriculum was utilized offering presentations in Baton Rouge and Covington areas to educate adolescents on the importance of abstaining from sexual activity to reduce the possibility of teen pregnancies. The sessions addressed issues related to goal setting; maturity; abstinence; risks and consequences (i.e. disease, pregnancy, emotions, and other areas); levels of intimacy and commitment; true love; marriage; dealing with peer pressure; and starting over. The overall goal is to educate, inform, and advocate healthy lifestyles for young people so that they can successfully achieve their life's goals.



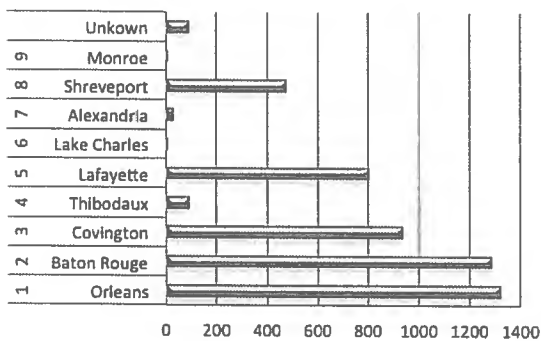
# A LOOK AT

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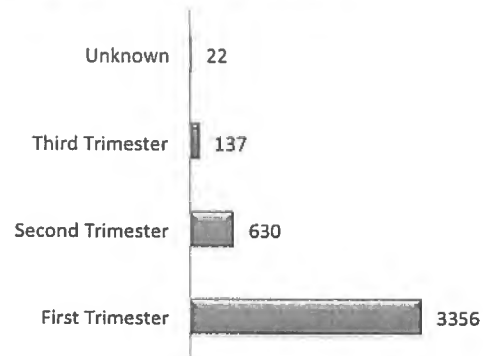
# Our CLIENTS

Demographics of the 5,044 women we served through CPCS clinic and home outreach services

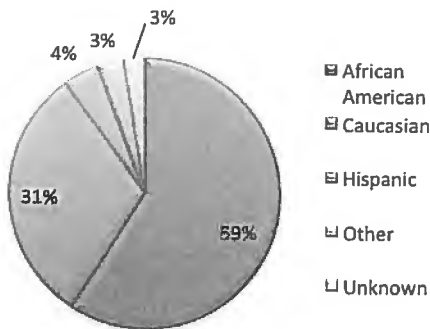
## CPCS - REGIONS SERVED



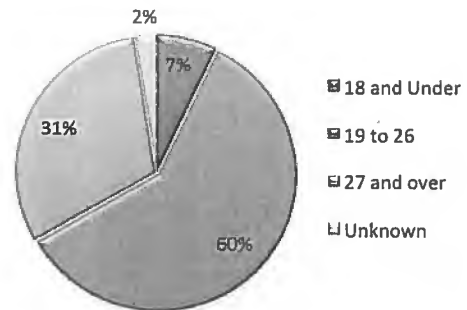
## CPCS TRIMESTER SERVICES INITIATED



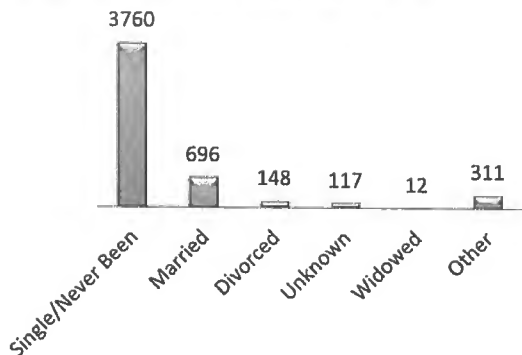
## CPCS - RACE/ETHNICITY



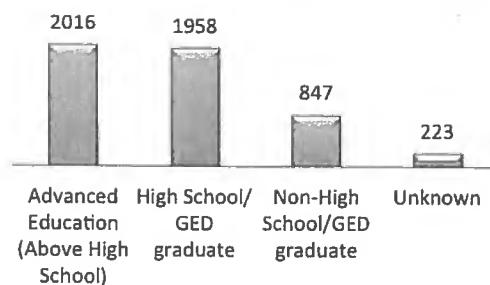
## CPCS - CLIENT AGES



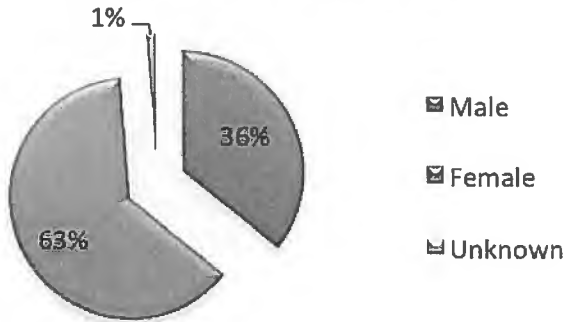
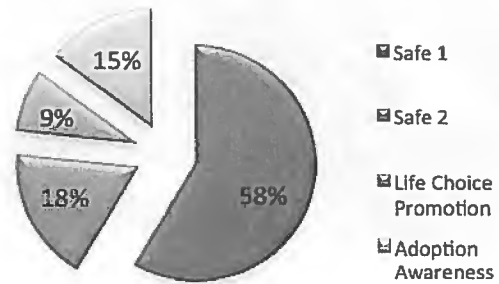
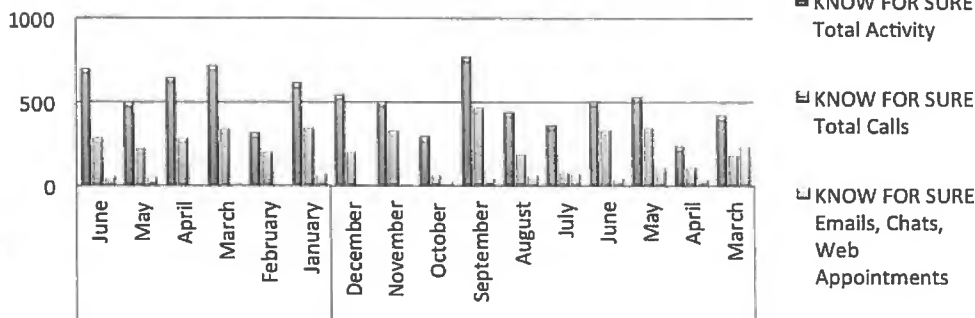
## CPCS - MARITAL STATUS



## CPCS - EDUCATIONAL LEVEL



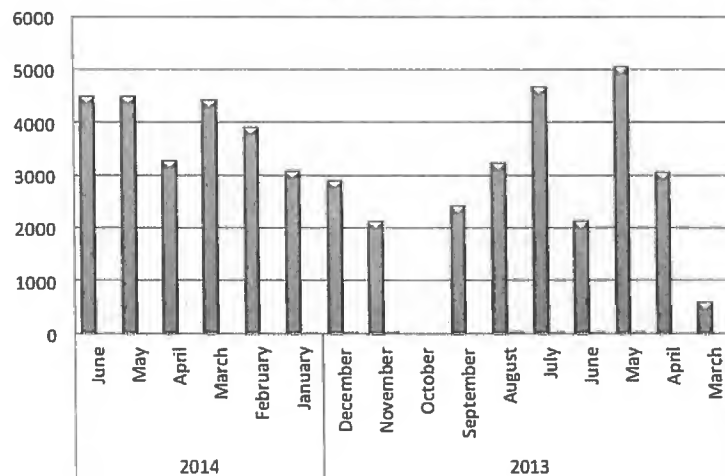
## Demographics of the 671 participants in the Abstinence Education Outreach Services.

**AEOS - CLIENTS GENDER****AEOS - PRESENTATION PARTICIPATION****KNOW FOR SURE**

Know for Sure toll free crisis line documented over 8,100 calls. Approximately 3,942 of the calls were request for pregnancy related services and information resulting in assistance in scheduling appointment; assistance with securing resources; and referrals, etc. The Know for Sure website and crisis line also generated 820 emails, texts, and chats.

**GOOGLE IMPRESSIONS**

The Google dashboard tracked inquiries made to the Life Choice Project's website and other associated website links. Over 50,000 impressions - the number of times user saw our listings, were made with 441 direct searches for pregnancy and other related information. No data is available for October, 2013.





Earlier this spring, we welcomed 52 participants including guest speakers, directors, counselors, medical professionals, support staff and other stakeholders to the Louisiana Life Choice Project's Annual Conference held at the Embassy Suites Hotel in Baton Rouge. Together, we networked sharing our ideas, expanded our knowledge learning new skills, and celebrated our past year's remarkable accomplishments of providing life affirming services to 5,044 pregnant women and abstinence education services to 671 adolescents around the state.

## **LIFE CHOICE PROJECT ANNUAL CONFERENCE**

*"Innovate, Motivate, and Integrate"*  
MARCH 13, 2014

This year's conference offered an agenda full of presenters and panelists from Louisiana and Texas. Our visiting guest speaker Ms. Tracy Frank, Executive Director of Hope Pregnancy Center of Brazos Valley, College State in Texas opened the conference as she lectured on "Strategies for Reaching the Millennial Client in our Colleges and Universities". Her presentation was followed by Ms. Dorothy Wallis, CEO, Caring to Love Ministries/Life Choice Project Administrator who offered thoughtful insights from the perspective of the abortion-vulnerable client in her presentation on "Pre-pregnancy Termination Assessment."

We were honored with the presence of Ms. Rose Long, Board of Directors of the Women's Resource Center of Natchitoches as she emphasized the importance of self-care to mitigate compassion fatigue and burnout in "Finding Times of Refreshment". During the Luncheon event in her second presentation, Ms. Franks shared innovative strategies to "Thinking Outside of the Fundraising Box" as she

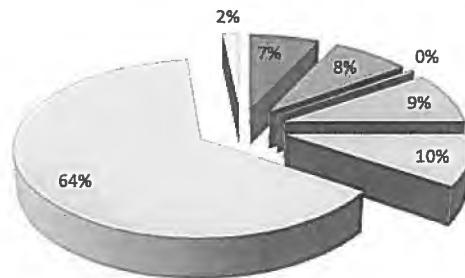
challenged executive directors and staff to consider new avenues to sustaining their organizations.

The conference continued throughout the afternoon with a broad selection of topics presented by panelist comprised of our very own Executive Directors from around the state. Panel discussions included "Your Center through the Eyes of the Client", "Expectant Dads: It Takes Two", and Why Clients are Not Choosing Adoption: What Can We Do? Our final presentation on "Males and Sexuality" addressed the challenges of engaging young men into abstinence education programs and helped increased our awareness of the importance of recognizing and valuing the male client's point of view.

Our awards recognition ceremony concluded the day's events, honoring our partner agencies' executive directors and their staffs for their invaluable contributions and commitment in their continued support of the Life Choice Project.

## LIFE CHOICE PROJECT BUDGET

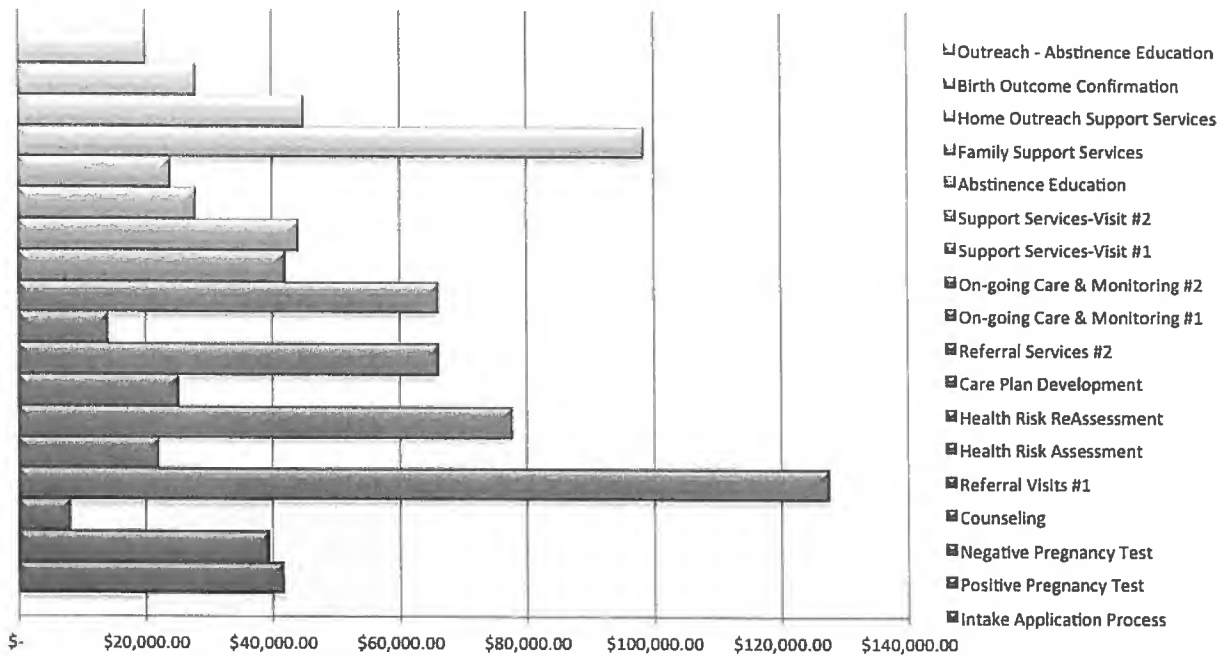
March 1, 2013 - June 30, 2014



*Percentage of Total Dollars*

- Personnel and Fringe
- Operating Expenses
- Materials and Supplies
- Administrative Cost
- Subcontracted Professional Services
- Coordinated Prenatal Care Services
- Abstinence Education Outreach Services

## SERVICE COMPONENTS



*Our*  
**FUNDING**

# DIRECTORS

## *Region 1 - Orleans*



Madeline Kugleman  
Access Pregnancy Center  
Metairie  
Access Pregnancy Center/  
Catholic Charities Mobile Unit  
New Orleans



Doty Crotwell  
Community Center for Life  
Gretna



Ava Richardson  
Women Resource Center  
Gretna

## *Region 2 - Baton Rouge*



Sarah Allemand  
Care Pregnancy Clinic  
Baton Rouge



Deborah Clayton  
Abstinence Education Outreach  
Care Pregnancy Clinic  
Baton Rouge

*Region 3 - Covington*

Tara Hudgins  
Restoration House  
Hammond



Teresa Ragusa  
Covington Women's Life  
Ministries  
Hammond



Jeronda L. Bordenave  
Abstinence Education Outreach  
Beacon Light Baptist Church  
Hammond

*Region 5 - Lafayette*

Patrice Lewis  
A Pregnancy Center and Clinic  
Lafayette

*Region 8 - Shreveport*

Beverly Broadway  
Women's Resource Center of  
Natchitoches, LA  
Natchitoches





**Dorothy Wallis, M.Div.**  
CEO Caring to Love Ministries and the  
Life Choice Project Administrator

Ra'Quel Shavers-Tate, Ph.D.  
Services Coordinator

Sarah Allemand  
Home Prenatal Care Nurse

Vera Lynn Crowder  
Home Prenatal Care Educator

Sondra Johnston  
Clerical Support Specialist

Vickie Davis  
Accountant

Jennifer Ham  
Quality Assurance Supervisor

Teresa Ragusa  
Quality Assurance Specialist

Dotty Crotwell  
Quality Assurance Specialist

Garcia Bodley  
Performance Improvement  
Consultant

Kathleen Benfield  
Web-based Communications  
Consultant

**Louisiana**

# *Life Choice* **Project**

*Project Management Team*